LEO BURNETT U.S.A.
Ad No. 119-(INGREDIENTS)-Reg. No. 19628-Page-4 color Bleed-9⅞ x 13⅛ inches-National Magazines, 1978 (A)
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Your Basic ingredients: Tobacco and time.

We Double-Age our tobaccos to give you more flavor and only 6 mg tar. That's Basic.

All tobacco is aged. But with the Basic blend, selected leaves are aged again. They're allowed to enrich themselves until they're actually *too full-flavored for today's smoker.*

Your Basic news lady
"Low tar. Great taste. Stay tuned for details."

Then—and only then—we take out tar. Take it all the way down to 6 mg. But since Basic starts with so much flavor, there's still plenty of flavor left.

That's the Basic idea. Flavor. With only 6 mg tar.

Get down to Basics.

Double-Aged Tobacco. Only 6 mg tar.
Also Available in 100's.

Kings: 6 mg "tar," 0.5 mg nicotine—
100's: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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